



TAMPA

the METROPOLIS
of
SOUTH FLORIDA



INTRODUCTION



TAMPA is the commercial, financial and industrial metropolis of the peninsular part of the Land of Sunshine, which stands out as the index finger of the Hand of Destiny pointing ever Southward. This brochure is but an invitation to those thousands and thousands of men and women with a vision who can see the possibilities in store for those who are ready to take advantage of the wonderful opportunities in the Southland. These views are to show to those interested the class of development and portray the conditions as they exist to allure the settler, the investor, the tourist, the manufacturer and the distributor.

It requires but little imagination on the part of the reader to picture and realize the wonderful possibilities and opportunities which naturally would follow with additional thousands of settlers on the mission of agricultural and industrial development. Truly a land of unlimited natural resources, courting development.

The Board of Trade calls to your attention the annual issue of the "Tampa Truisms," which gives in graphic and condensed form facts and figures concerning climatic, industrial, financial, shipping, jobbing, health and civic conditions, and completes this booklet by being the written accomplishment of the illustrations shown herein.

Compliments of
Tampa Board of Trade
Tampa, Florida
Season 1920-1921





A Hustling, Bustling City—The Commercial Center of South Florida.

ABOUT midway between the most southerly city of the United States and the northerly shores of the Gulf of Mexico there is located a seaport city, made up of some of the most progressive citizens of the country, who through their efforts have made that port one of the most important, not only in the South but in the Nation.

Tampa is built on the shores of Tampa Bay, with all of the natural advantages and additional man-made advantages which have made it the commercial, financial and industrial metropolis of the Winter Playground of America, that peninsular portion of Florida generally known as the South Florida section. There is probably not another commercial center in the entire country so peculiarly situated as regards its commercial territory. Tampa has not a real competitor in

industrial trade nearer than two hundred miles; and is also the nearest available port of any importance in the United States to the Panama Canal. The commerce of this port has probably increased faster than that of any port in the country, starting as a mere fishing village about thirty years ago; now ranking seventh in the United States in the matter of customs revenue, eclipsing such ports as Baltimore, Detroit and St. Louis.

Tampa's growth has not just happened, but has been brought about by the enterprising, far-sighted citizenship which makes up the city of seventy thousand souls. Tampa extends a welcome to all good classes of people, whether pleasure-bent, health-seeking, industrially-inclined, investors, agriculturists or the traveler seeking something new. Tampa is many sided, and one can find there whatever he is seeking.



Tampa's Port Facilities With An Unlimited Future.

THE growth of any city can only continue through the growth of the territory it serves, and in having the fortunate position of serving a territory so great in extent, with such wonderful natural advantages as those possessed in South Florida, Tampa has logically grown in proportion to that territory. There are eighteen counties in this territory, comprising approximately one-half of the peninsular area of the State.

To provide the necessary and most desirable conveniences for citizenship the body politic of the city and county have always kept foremost in their plans additional improvements of the latest type and of sufficient capacity to supply the wants and needs of a city considerably larger than at the time of installation. The public utilities of the city have always kept ahead in their improve-

ments of service for the public good. The telephone system, with the new automatic equipment, gives the highest grade of service to its patrons. This equipment is capable of serving a city of many thousand people and is of modern type.

The electric light and power of the city is furnished by the Tampa Electric Co., with equipment well able to handle a load much larger than its industries and homes now command. The service is excellent, and combined with this service is the street railway transportation system reaching out to every section within the city limits and to a number of distant suburbs, giving satisfactory service to all sections. This company is ever on the alert to improve the service for the patrons and additional cars are installed and commerce season on the Spanish Main.



Scenes in Phosphate Industry, Furnishing Fifty-two Per Cent. of the World's Supply

THE Tampa Gas Company supplies the artificial gas of the city for cooking, lighting and heating purposes, and has a storage capable of supplying any reasonable increase in demand for service. Their mains extend not only throughout the city but into the suburbs.

The water question is one which, of course, interests every prospective settler and visitor, and the water supplied by the Tampa Waterworks Company from many artesian wells and springs through various pumping stations is pronounced an excellent quality by chemists who have made a thorough analysis of the local supply. The system used is sufficient for the consumption of a greatly enlarged city; the company has a reserve supply and a pumping capacity which is available for most extraordinary demands of a conflagration.

With the consent of the voters, which has always been secured for a public improvement, the city authorities have provided most excellent improvements for the welfare of the citizenship. Most important of all is the latest improved sewerage system to be had; the Imhoff system. This provides a sanitary condition throughout the city which has practically eliminated the possibility of any epidemic from this source. There has been no unusual epidemic of any kind in Tampa for many years, and never of serious consequence.

The storm sewers and drainage system have done away with the wet and marshy low places of the community, eliminating the breeding grounds of mosquitoes and other troublesome insects, which those incorrectly informed seem to fear in Florida communities.



Educational Advantages and Needs Superbly Anticipated

THE citizens have cooperated with the officials in making the community the most healthful and sanitary in the country, and the clean appearance of the streets and buildings seldom fails to bring a complimentary remark from the visitor.

The city throughout is paved with a permanent class of material, so that practically every street in the city is accessible over pavement. The streets are wide, shady and well-kept, and are further improved by being well lighted, either by gas or electricity. One of the show places of Tampa is the Bayshore Boulevard, extending seven miles beyond the city, skirting Tampa Bay, with handsome homes fronting the water. For a part of this distance, and within the city, this drive has an ornamental lighting system which has been termed a "String of Pearls," and well-

named it is, as will be seen by approaching the city from the bay.

Hillsborough County's educational system has been one of the most important public duties handled in the community, and the buildings are of the most modern construction with every convenience for the pupils. From the little tot to the high school graduate most diligent care is exercised by those in authority to secure the maximum of efficiency in education for the coming generation. The county is fortunate in having the best educational facilities of any in the State and is on a par with those throughout the country. The courses of study are such that children from any other accredited school can take up their work in the Hillsborough County schools where they left off before coming here.



Typical Southern Homes Filled With Hospitality.

THE teachers of the Hillsborough County schools are of the highest type from the best educational institutions, and every branch of the curriculum is in the hands of those best equipped to take charge of their particular duties. Every care and effort is used to provide the child with the necessary education to fit him or her for a worth-while career.

The religious side of Tampa's life has kept apace with the industrial, educational and commercial growth of the city. Old church buildings have been torn down, new ones of greater size and beauty built in their places, additional denominations have erected houses of worship, and each year brings forth many improvements in the religious activities of the city. Practically every denomination is represented with one or more houses of worship.

Especial attention is given in the various churches to the Sunday School departments, and well-informed and enthusiastic teachers have charge of the various classes.

Other attractive features are the various young people's organizations, which serve to engender interest and keep the young folks amused.

The reader no doubt has heard of Southern hospitality, and even with the cosmopolitan population of Tampa the city boasts of most cordial hospitality and the warmest hand of friendship that can be found in any city, whether North or South, East or West. The newcomer is greeted with outstretched arms and is made to feel at home; it is strictly up to the new settler to show whether or not he is worthy, for he is taken to be a most desirable citizen until he is found to be otherwise.



Magnificent Homes of Societies and Fraternities.

TAMPA is fortunate in having more fine club buildings and social organizations than any other city of its size in the country. Almost every national fraternal order has its own home in Tampa; there are the usual golf and country clubs to be found in any modern American city, and there are also the handsome and costly club buildings erected by the foreign-born citizens of Tampa's cosmopolitan population.

At the close of the day's work, as the tired business man leaves his labors, the thousands of people that make Tampa a busy city, cross and criss-cross the city to the many residential districts, so carefully planned by the developers that the conveniences and needs of the homeseeker are all thought out and provided for, from the humblest cottage for the common laborer to the most pretentious homes within the city and sub-

urbs. The residential districts are so located that the workman can be within a short walk or short ride or can travel a considerable distance to the outlying suburbs. In all of them there is exemplified the feeling noticeable to the visitor, that Tampa is truly a City of Homes. The developers of the city have helped to make the slogan more pronounced by financially assisting the small family to have its own home, so that the degree of pride of the average American citizen may be carried out in the touch of individuality so essential in an attractive residential community. Practically every family has its home with a plot of ground improved and beautified to attract the passer-by, and a part is utilized in taking advantage of the opportunity to beat "old High Cost of Living," and provide their tables with the out-of-season delicacies of the garden.



Substantiability Is Evidenced By The Handsome Public Buildings.

DOTTED about in the down-town section are the public and semi-public buildings which are worthy of a city many times Tampa's size; there are the homes of the public utilities, all well-kept and most modern, the Federal building, the City Hall, the Court House and its park, which is a convenient resting place for the tired shopper. There are the large and small office buildings, the handsome bank establishments, the Y. M. C. A., and Y. W. C. A. homes, and places of amusement. The unique individuality of the city is evidenced most strongly by the abundance of semi-tropical growth which does not destroy the commercial aspect of the business section, but lends a softer note of charm that is peculiarly Tampa's own.

The first impression one will have of the business section of the city is that it is a clean, hust-

ling business town of wide-awake business men. This impression will be well-founded and going further into the investigation it will be learned that the business houses handle a full line of the latest merchandise to be purchased on the market, the samples displayed in the shop windows show that newness and attractiveness which is bound to call the attention of the shopper. Just so have the wholesaler, jobber and manufacturer put Tampa in the front rank as the dealer of quality.

The prosperity of any city of importance depends fundamentally upon the manufacturing and jobbing enterprises contained therein, and the agricultural industry of the section adjoining. It is these industries which are maintained and built up by the growth of the consuming public and merit and quality of merchandise handled.

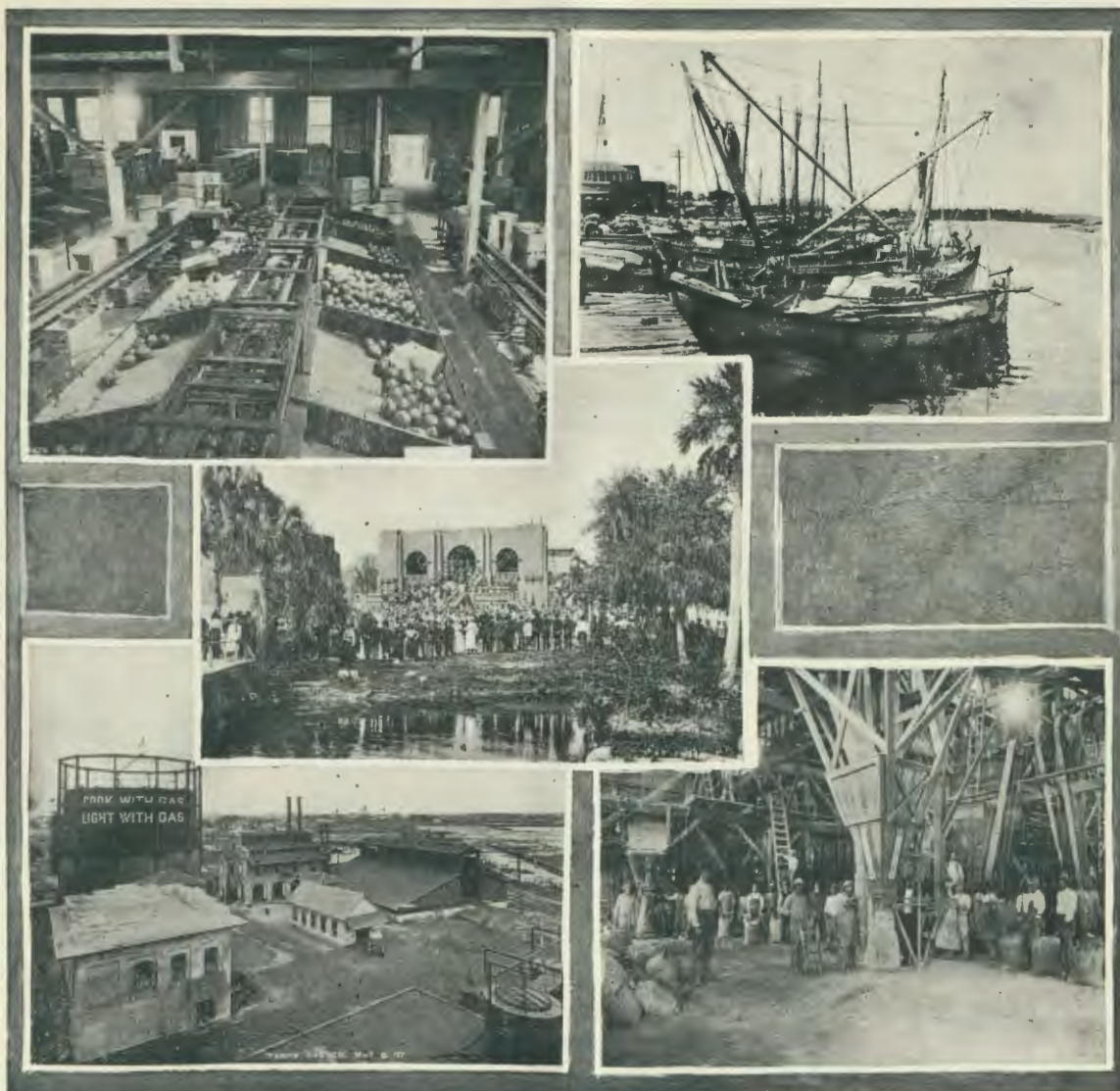


This Industry Making More Than a Million Cigars a Day.

TAMPA, even though it is a young city, has a diversity of manufacturing interests as well as some enterprises which are large enough in themselves to be industries of great importance. In general diversified industries Tampa has about seventy manufactured products of more or less importance distributed far and wide.

The leading manufacturing industry—and Tampa is the world leader in that—is the manufacturing of clear Havana cigars of the highest quality known. More than two hundred factories are engaged in manufacturing this product for national and international trade. There are ten thousand workmen employed in these factories, who produce more than a million cigars every day in the year. The banner year showed a total of more than 368,000,000 cigars manufactured.

Many factories are found in various sections of the city producing articles of household use and farm necessity, as well as articles for commercial purposes that are in demand for a national and local trade; some of the more important of the manufacturing institutions are those making fertilizer, chemicals, boxes, syrups, fruit jellies, canned vegetables, coffee, furniture, macaroni, soap, mattresses, tiles, rubber stamps, electric fixtures, dairy products, paving materials and a number of lesser importance. This industrial stability, coupled with the geographic location and its natural advantages, which have been utilized, have made Tampa the industrial and commercial center of that territory which has had a greater growth and faster development than any other section in the Southland.



Varied Industries That Make of Tampa a City.

PROBABLY the most important adjunct of the city, outside of its climatic advantage, is its location with reference to water transportation. The Government has expended large sums of money in providing a depth of twenty-four feet of water in the channels of the harbor so that ships of the Seven Seas may load their cargoes and sail away for coastwise or foreign destinations.

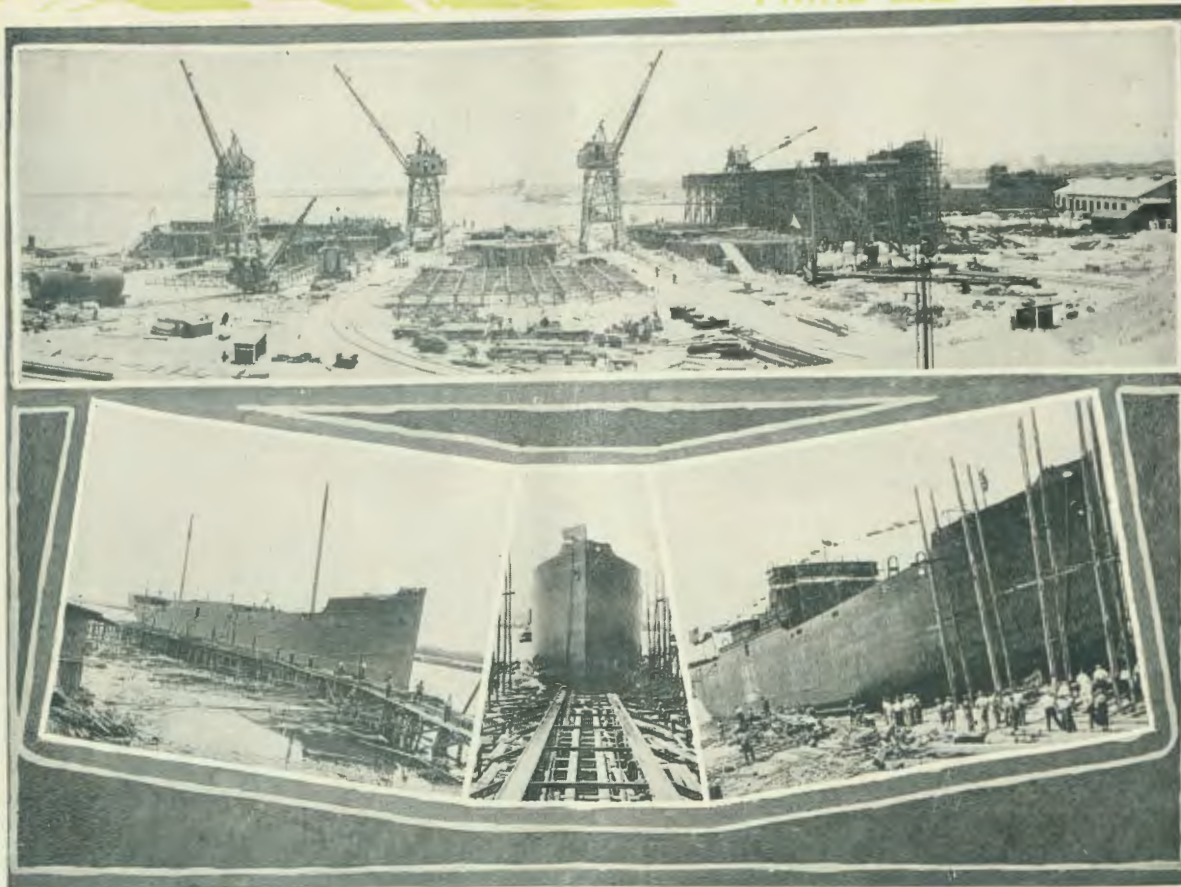
The commerce of the port annually aggregates two and a quarter million tons of cargo, valued at approximately \$40,000,000, the largest of the export commerce being phosphate. In this territory, for which Tampa is the shipping port, there is produced eighty per cent of the supply in this country and fifty-two per cent of the world's supply.

On the water front are the large oil storage

tanks of the largest oil companies of the country, holding the supply from the petroleum fields of Texas, Louisiana and Mexico, and as a distributing center more than 70,000,000 gallons are handled annually.

There is also available a marine railway for the facilitation of speedy repairs of merchant vessels.

The port facilities will be further increased with the additional depth of water which is provided for by the Government, and dredging for the twenty-seven foot project has begun. Several miles of the water front are improved for commercial purposes and are a bee hive of activity, and several additional miles are available for development. Among the new additions in the industrial development of Tampa are the shipyards, turning out steel and wooden vessels; steam and sail; large and small.



Scenes in Shipbuilding Yards—One of the South's Greatest Industries.

TAMPA'S wholesale and jobbing business has grown from practically nothing twenty-five years ago to a business of \$30,000,000 annually. Every product on the jobber's list can be purchased through the wholesale houses and manufacturers' agents located in the city. Good transportation facilities throughout the territory with good service over those lines has aided wonderfully in developing this trade to its present magnitude. The wholesale grocery business alone employs a small army, and the other jobbing businesses compare favorably with that to be found in many cities considerably larger than Tampa.

Probably the strongest reason for Tampa's jobbing business growing at the rapid rate it does is their treatment to their customers combined with the high standard of quality goods handled. Those leaders in business are always ready to meet the fair man more than half way. The combined business is not competitive—but co-operative.

Everyone knows that industry of any kind must have financial connections that will enable it to increase trade, and such financial assistance

is readily secured through the strong banking institutions of which Tampa is proud. The deposits and loans increase at a rapid rate, for the heads of finance have quickly learned that they can increase their business by extending credit to the new and growing industries as well as the old and established firms.

In traveling through Florida, whether on rail or highway, the traveler marvels at the luxuriant growth and healthy appearance of the varied citrus trees, the orange, the grapefruit, the lime and the lemon. After traveling for several miles along roadways lined with citrus groves the average visitor will come to the conclusion that the trees grow because they "just can't help growing," and that the hand of man is an unnecessary adjunct. However, a close observer will soon realize the difference between the various groves, and will be able to tell at a glance those which are in a natural state and those which have been aided and improved by the most up-to-date and scientific methods, for citrus trees, like children, appreciate care and attention, and they will produce best when their needs are carefully considered and properly supplied.



Great Globes of "Sealdsweet."

FLORIDA soil is peculiarly adapted for citrus culture, and the climate is that wonderful combination of air, moisture and sunshine, which has most to do with providing the excellent quality of these great golden globes of sweetness. The citrus trees take kindly to almost every Florida soil; they are found on the high pine land, in flat woods, high hammock, low hammock and prairie lands, and many new groves are showing splendid growth on drained or reclaimed land. Citrus trees thrive well anywhere in Tampa's territory, and in Hillsborough County greater results are obtained than elsewhere. In addition to the necessary requirements there are the advantages of water protection, which tempers the occasionally chilly atmosphere of January mornings, and the man-built advantages of better transportation facilities.

Florida has for many years been known as the home of the sweetest and finest of citrus fruit of all varieties. Tampa has become the heart of this great industry; the executive offices of the Florida Citrus Exchange have their headquarters in the South Florida metropolis, and through that organization approximately eight million boxes of citrus fruit are marketed annually. The combined returns to the grower from this industry amounts to about \$26,000,000. Many private brands are marketed, but the Sealdsweet, marketed through the growers' organization, insures quality.

The purchaser of citrus fruit should always ask for Florida fruit and they will find the sweetest varieties grown. Try squeezing the juice of a Florida orange in a glass and then make it disappear by drinking.



Radiating Paved Roads From Tampa For Business or Pleasure.

SOUTH FLORIDA soils are peculiarly adapted to citrus fruit; it is a crop of large returns when the trees come into bearing, and a successful citrus grove is almost a gold mine for the owner.

The services of the various agricultural institutions and employees of the Government, State and county are at the command of the grower, whether just putting out a grove or in getting better returns from one already established.

It is difficult for people who have not visited Florida recently to realize the amazing improvement that has been made in the condition of the roads. Motoring in Florida is no longer confined to a few sections of the State. The ever-increasing number of motorists has opened up hitherto impassable thoroughfares and disclosed as beautiful and charming a Florida as one finds

anywhere. Good roads were needed to meet the tide of motorists, with the result that the State has spent very nearly \$30,000,000 in the past few years on improving its roads.

Probably no such ideal motoring conditions exist anywhere as in Florida today. With her superb climate and her matchless scenery, it only needed the addition of connected good roads to give Florida an unrivaled position among the winter motoring resorts of the world.

The hotel question in Florida is fortunately one that need not worry the visitor. He can choose according to his taste, for Florida is just as well known for its quiet and unpretentious hotels as for the ultra fashionable ones. And, what is more, he can find in both the excellent cuisine and courteous treatment which help to distinguish Florida hotels from those of other winter resorts.



Fruits and Berries in December.

HILLSBOROUGH COUNTY has kept ahead in the good roads building program of Florida, and possesses an excellent system of permanent highways extending to adjoining counties, giving an outlet in every direction for the motorist; short one- or two-day trips can be made with Tampa as headquarters.

The advantages from a commercial and industrial viewpoint have been previously outlined, but here there is pointed out for the attention of the homeseeker the desirability of Hillsborough County as an agricultural section of importance, little thought of by the average reader who knows nothing of the actual conditions pertaining to the farming situation in Florida. Tampa long ago realized that it could not become a city of any importance with a permanent foundation without the development of the territory on which

it lives, and Hillsborough County, as well as the other counties of South Florida, has responded to that old call of "Back to the Farm," in getting additional acres put to productive use each year.

Hillsborough County can offer more for those energetic and hustling farmers who have tried farming in the Northern states and on soil of less productiveness, than any other county in the State or almost any section in the Union. Few counties have as varied soils as that surrounding the South Florida metropolis, and for those men who have the inclination and the ability to profit by the experience of others, with money to invest in homes of their own, there is that urgent invitation for them to cast their lots among the progressive producers of the county. They will find neighbors who will be glad to aid, not only in advice but in effort.



The Green and Gold of the Citrus Groves.

MANY persons still hold the opinion that the only crops produced in Florida are the out-of-season vegetables and citrus fruits, the growing of which is likened unto a game of chance more than a sure thing, but these who will investigate will learn, probably to their surprise, that all Florida is fast coming to the forefront as one of the greatest agricultural and livestock sections of the Union. It is only necessary that sufficient acreage be put in cultivation to make Florida the leading state. There are the natural resources, there is that unequalled combination of climatic conditions and seasonable changes which, if utilized, will bring most profitable results.

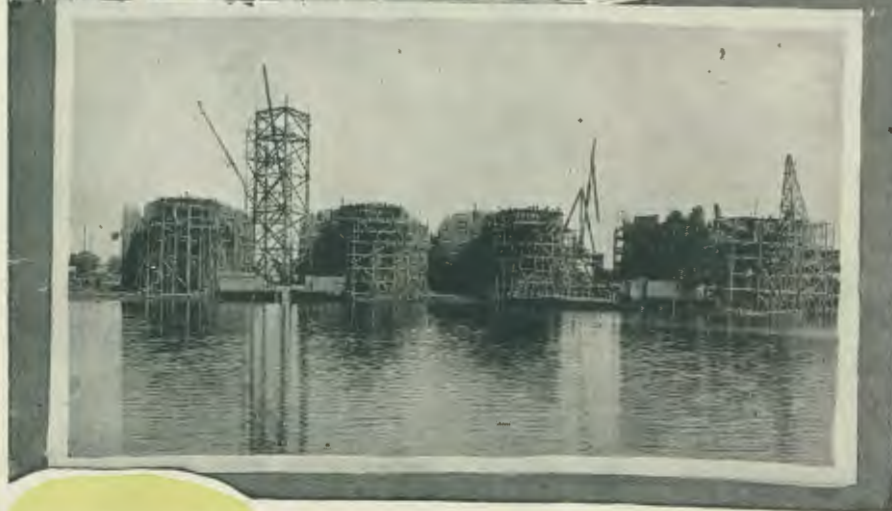
The average citizen not acquainted with Florida conditions does not realize that the staple crops of the country are grown on Florida soil and abundant crops produced. The Floridian has

gotten away from the one-season crop and being satisfied with that, and has learned that corn and cotton, forage crops, cattle, hogs and poultry, combined with his citrus grove and truck crops, make a year-round rotation of crops, good for the soil and profitable to the grower.

One has but to delve into statistics gathered by the United States Agricultural Department to prove to his own satisfaction the diversity of the crops of the county. The combined value of the annual production of the farmers of Hillsborough County amounts to approximately \$5,000,000. Those figures include fruits and vegetables that are about one-quarter of the total. The balance is made up of staple crops, cattle, hogs, sheep and poultry, milk, butter, eggs and honey, with innumerable other agricultural and farm products aggregating less than \$50,000 each per annum.



A Few of Tampa's Leading Hotels; From the Most Pretentious and Expensive to the Family Hotels That Are Comfortable and Inexpensive the Sojourner Has His Choice.



WITH a distinctive hospitality, the Florida beckons with out-stretch seeking a new home with charms not

This city, but a few years old, of the U. S. A.; ships more phosph manufactures more high-grade clear a climate which is matchless; a clear by the newcomer; a sanitary system improving; schools of the latest type teaching a curriculum the same as without charge to the visitors.

Tampa, the city of homes, with healthfulness of the locality, is the system, radiating in every direction growing and livestock section of the

Tampa, the nearest port of call to the Panama Canal, will continue invites the closest scrutiny. Seeing

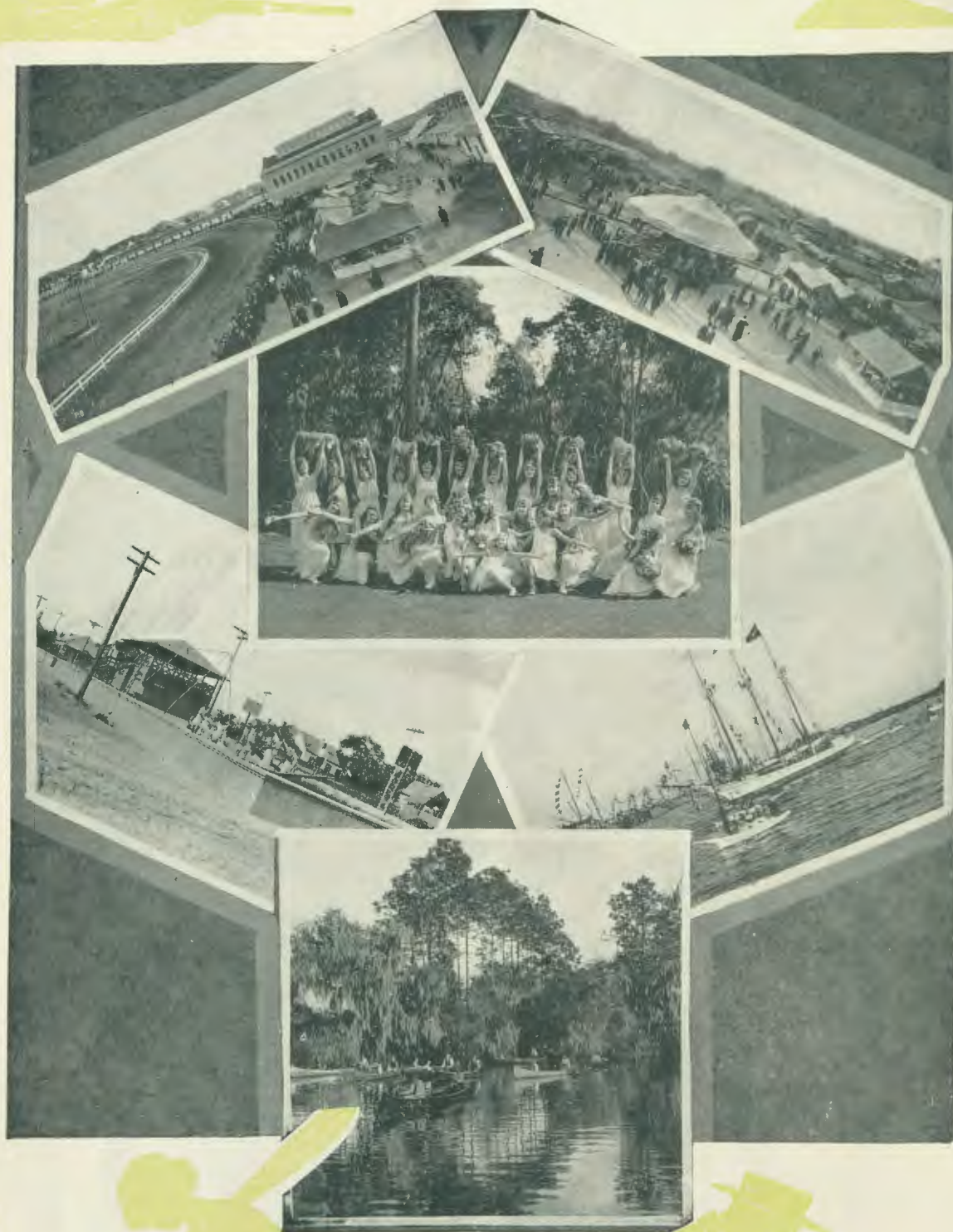


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Varied Pleasures for Visitors and Residents—Fair and Carnival Features; Play-grounds for the Children; Boating on Lake, River or Bay; Outdoor Life for Young and Old, Rich and Poor.



Such Crops as These While Snow and Ice Still Abound in the North.

OF particular interest to the prospective settler and grower is the market conditions for the disposition of farm products. Florida is particularly fortunate with its location in close touch with the consuming centers of the country, being linked up by excellent transportation facilities and the great net-work of rail lines throughout the State, enabling the grower to place on the Northern markets his out-of-season crops in the pink of condition within a few hours after picking. This is of particular importance and is really the most vital consideration in the citrus fruit industry and in truck growing of out-of-season crops.

One has but to consider that for the consuming population of the country there is only a small area of semi-tropical territory where fresh vegetables and fruits can be produced from Thanks-

giving to Easter. It is during that period of the year that Florida is at its height with early vegetables commanding fabulous prices. While Northern farms are sleeping under a blanket of snow and are non-producing areas of fenced fields, the Florida farmer is harvesting one crop months ahead of his Northern neighbor and making preparations for the next. Hillsborough County is in the center of this advantageous semi-tropical farming belt.

One who has not lived in Florida does not know the delightful, pleasant and healthful experience of being able to have fresh fruits, vegetables and berries throughout the twelve months. The Florida tables are not set with dishes of canned products. The grower of these has the additional benefit of a good income, besides having the pleasure of living comfortably.



Practically Unlimited Resources in Native Woods.

IT must be remembered that no matter where farming is carried on there are those problems that must be encountered and overcome with scientific methods, and with this realization State, County and Government officials have been placed at the command of not only the established farmer but the newcomer who is confronted with new conditions, crops at different seasons of the year and different obstacles than found in other sections. This aid is provided for the asking and is to help the farmer. There are the agricultural agents in each county, whose work consists of covering the county to assist the farmers, solving the problems presented to him, and keeping an eye upon general conditions. The State Plant Board has representatives who are constantly on the alert in preventing the entrance of plant life enemies that would be a menace to the agricultural welfare of the State.

In connection with the county agent work is

the home demonstration agent, whose purpose is to assist the housewives, teaching them home economics and the preservation of products too ripe for shipment.

Also under the supervision of the agricultural agent comes the pig clubs and corn clubs, organized in the county to teach the farmer boys the most up-to-date method of farming and the best and quickest means of producing the greatest results on tracts set aside for them by their parents. This has done much to keep the Hillsborough County boys on the farm, and is increasing farm production.

A factor in the successful development of the county has been the cooperative spirit which prevails among the farmers, centralized through individual community organizations and then combined into a county organization which holds monthly meetings to discuss and promote various agricultural movements.



Hillsborough County's Agricultural and Stockraising Advantages.

BUSINESS men of Tampa have shown their faith in the opportunities offered for farming in the county by owning and operating farms; some have groves; some, cattle and hog farms; some, trucking patches; and some, a combination of all. Tampa itself consumes a great quantity of the products grown in the county.

Up to a few years ago the settler was led to believe that the ideal farm was the five or ten-acre tract, citrus grove and truck garden. This is gradually being forgotten, and the farmers of the county are handling much greater areas than they formerly thought could be worked profitably. There are approximately 2,500 farms in Hillsborough County, the average size being about seventy-five acres. This increased area of the average farm has materially aided in the diversification of crops, and prepares the farmer

so that he is almost sure to make up on one crop what might be lost on another.

It is almost impossible to give an average price of farm lands, but here is quoted a paragraph from the soil survey of Hillsborough County, made in 1915 by the Government:

"The price of land ranges from about \$10 an acre for the least desirable areas to \$1,000 or more an acre for developed groves and truck farms. The average value of undeveloped land is between \$25 and \$50 an acre; where large tracts are sub-divided by land companies (when not bought in large areas) the prices range from \$50 to \$150 an acre, depending upon the location. Uncleared land is valuable for its pine timber and turpentine as well as for pasturage. Over a large area of the country the timber has not been cut."



Truck Crops—In Midwinter Hillsborough County Is At Her Best.

FLORIDA has awakened to the value of cattle production, producing at home the cattle and dairying products which the increasing population demands, and is marketing that product not only within the State but in the packing centers of the country. Everyone knows that the livestock market is awaiting and the Government is urging increased cattle production. There is no section of the country which can produce cattle more cheaply than South Florida.

Hillsborough County with its 668,000 acres—many of which are still undeveloped and can be purchased cheaply—offers many advantages. The grazing is good, the pasture season is long, feed can be produced at a minimum cost, inexpensive shelter is all that is required for the animals, as Florida does not have to contend with the rigors of Northern winters.

In the past few years, with the increasing demand for livestock and the eyes of the stockmen turned to Florida as the coming cattle state, the farmers have awakened to the need of higher grades of breed stock and making provision for the care of the stock on the range.

To aid the farmers within the county, dipping vats have been established at close intervals, causing no inconvenience to any stockman in having his cattle dipped, and compulsory dipping will soon be in effect, and then Hillsborough County will be declared tick-free, and the value of livestock will immediately climb.

There is room for the stockman in Hillsborough County to bring in additional herds, and the market, while good now, will be better with increased production, which is always followed by additional packing facilities.



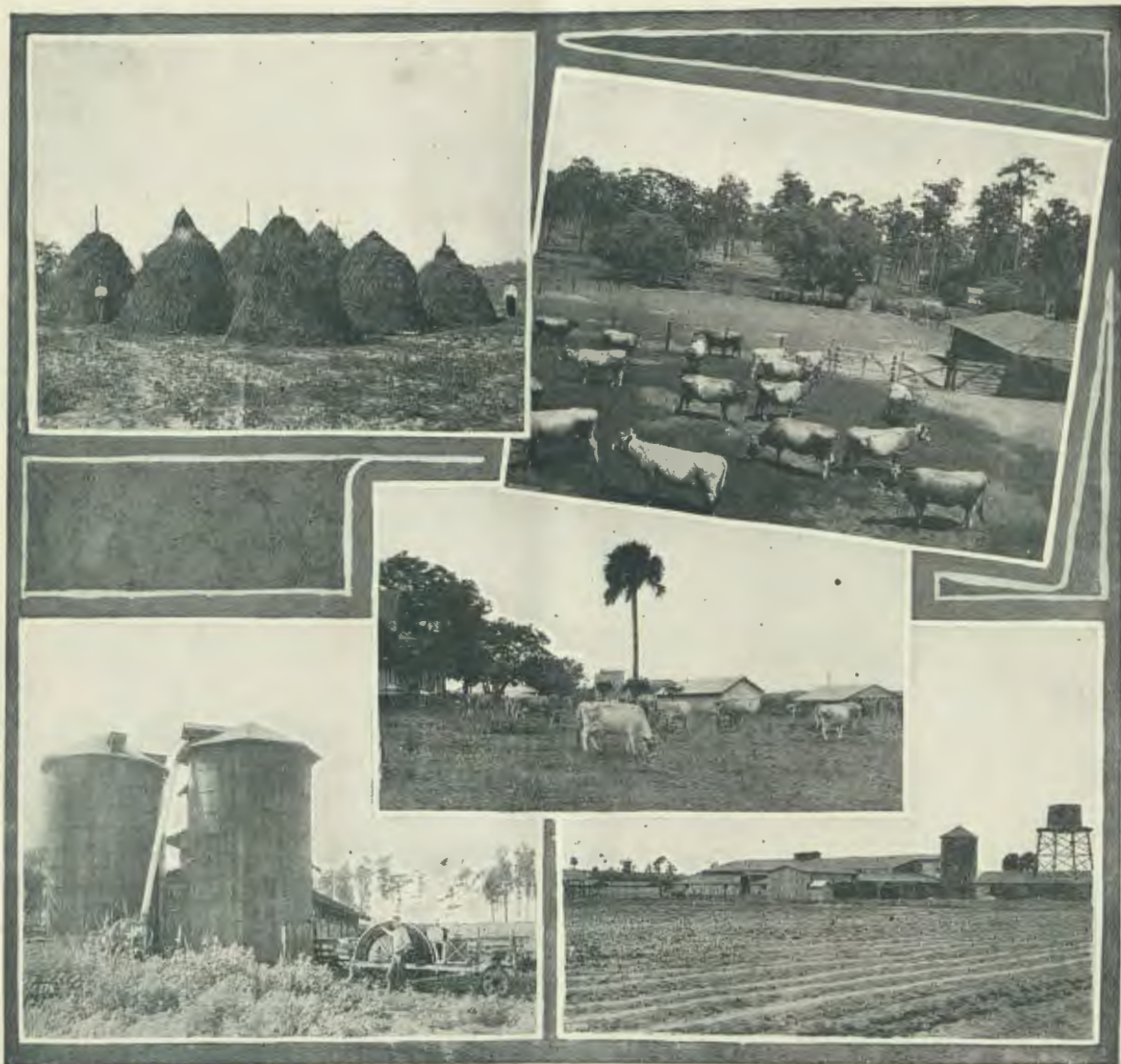
Forage Crops—The Key to Successful Stockraising.

NCESSARY for the profitable development of the cattle industry is the forage crop production and accessible range. This territory has the range, and much interest is being taken in producing cowpeas, velvet beans, peanuts, beggarweed, Japanese sugar cane and Natal hay; several of these are volunteer crops; these may be grown in cornfields, and are not only good for the cattle, but have a beneficial effect on the soil. The crops are abundant, the harvest is sure, and the Florida farmer has come to realize that there is even an advantage in Florida in having a silo, and these may be seen frequently from the automobile or train in traveling through the State.

As a by-product to utilize what others would call the "waste" from the farm, the progressive farmer has embarked in the hog raising industry, and the combination of common Florida hog and

improved pure-bred stock, a hardy, quick-fattening, solid hog has been produced. They are money-makers, and the industry with each succeeding season is becoming more profitable and better markets are being secured. Florida hogs are now classed with the highest class of hog stock; the old familiar "razor-back" is almost a curiosity.

The Florida farmer has his poultry yard, and several exclusive poultry farms are operated within the county. This provides ready cash for the farmer's family, for there is always a demand for fresh eggs and poultry for the city table. Florida imports hundreds of thousands of dollars worth of poultry and eggs annually, some of which is then exported to Cuba, and this is an opening for the poultry farmer to establish himself in a profitable business.



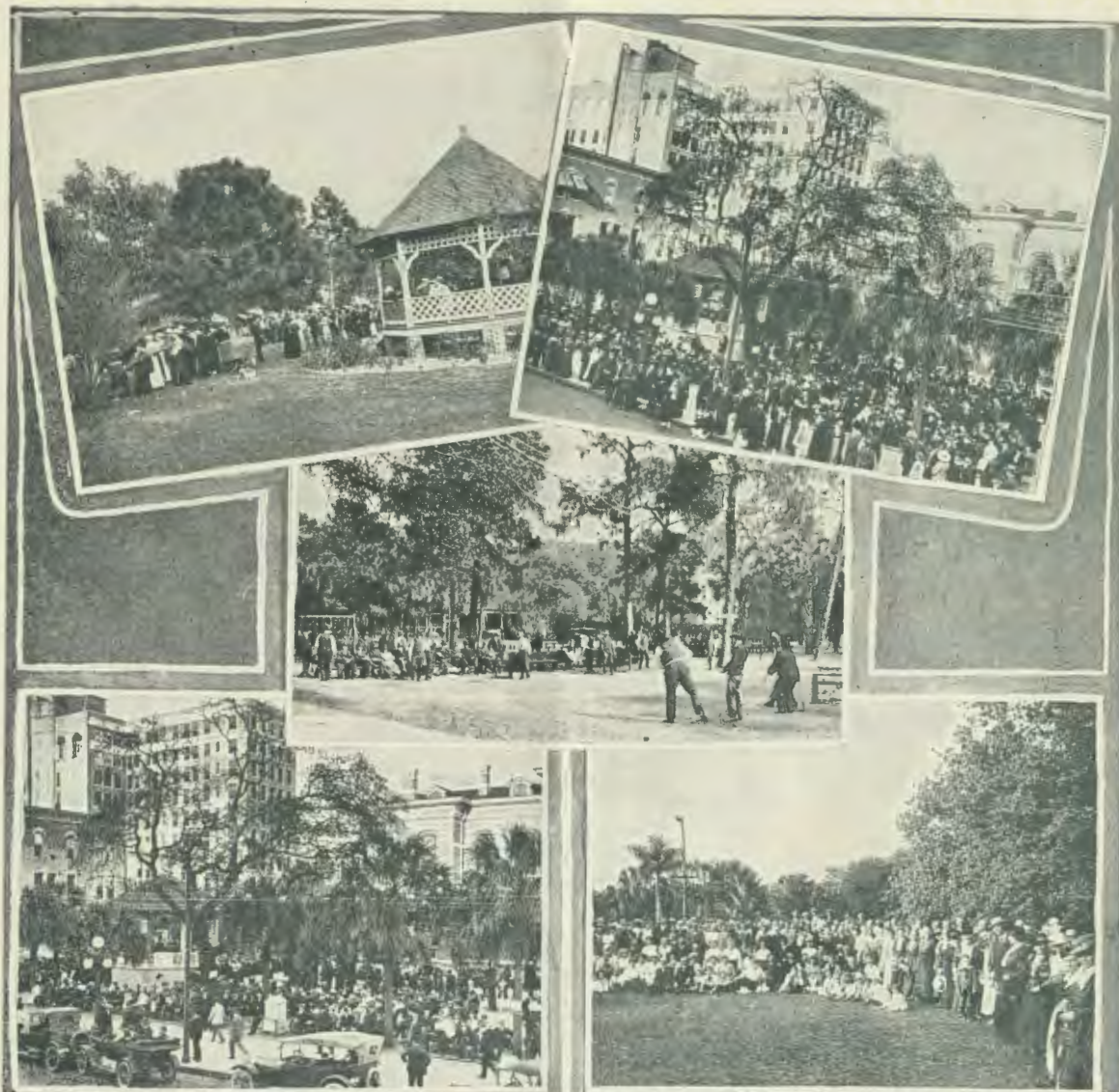
Ideal Modern Farms in Florida.

ONE can easily picture, with no stretch of the imagination, the wonderful opportunities and possibilities in store for the progressive farmer to combine money-making with the ideal living conditions, not having to undergo the hardships of the pioneer in a new country. This is Hillsborough County.

Tampa is first and foremost a commercial city, and its people have been too absorbed in this upbuilding work to realize the value of bringing winter visitors here each season. In the past few years, however, there has been such a decided increase in tourist travel to the vicinity of Tampa that the people have awakened to the need of making things interesting and amusing for those who come. Each succeeding year sees countless numbers added to the list of those who

make the annual pilgrimage, for he who has been to Tampa will come again.

It is hard to explain to the uninitiated the lure of this unique city; there are a thousand concrete reasons why it is interesting to the traveler, but over and above all lies that nameless charm which may not be explained but must be felt. It is partly the glamor of the tropics, the unbroken cycle of golden days, partly the hospitality and friendliness of a people whose lives are so happy that they wish even the stranger within their gates to participate; partly the conveniences and amusements provided for the visitor, the spacious club buildings, the marvelous golf links, the parks and playgrounds, the up-to-now hotels. New man-built attractions are added from year to year for comfort and pleasure.



The Tourists' Pleasure Never Wanes.

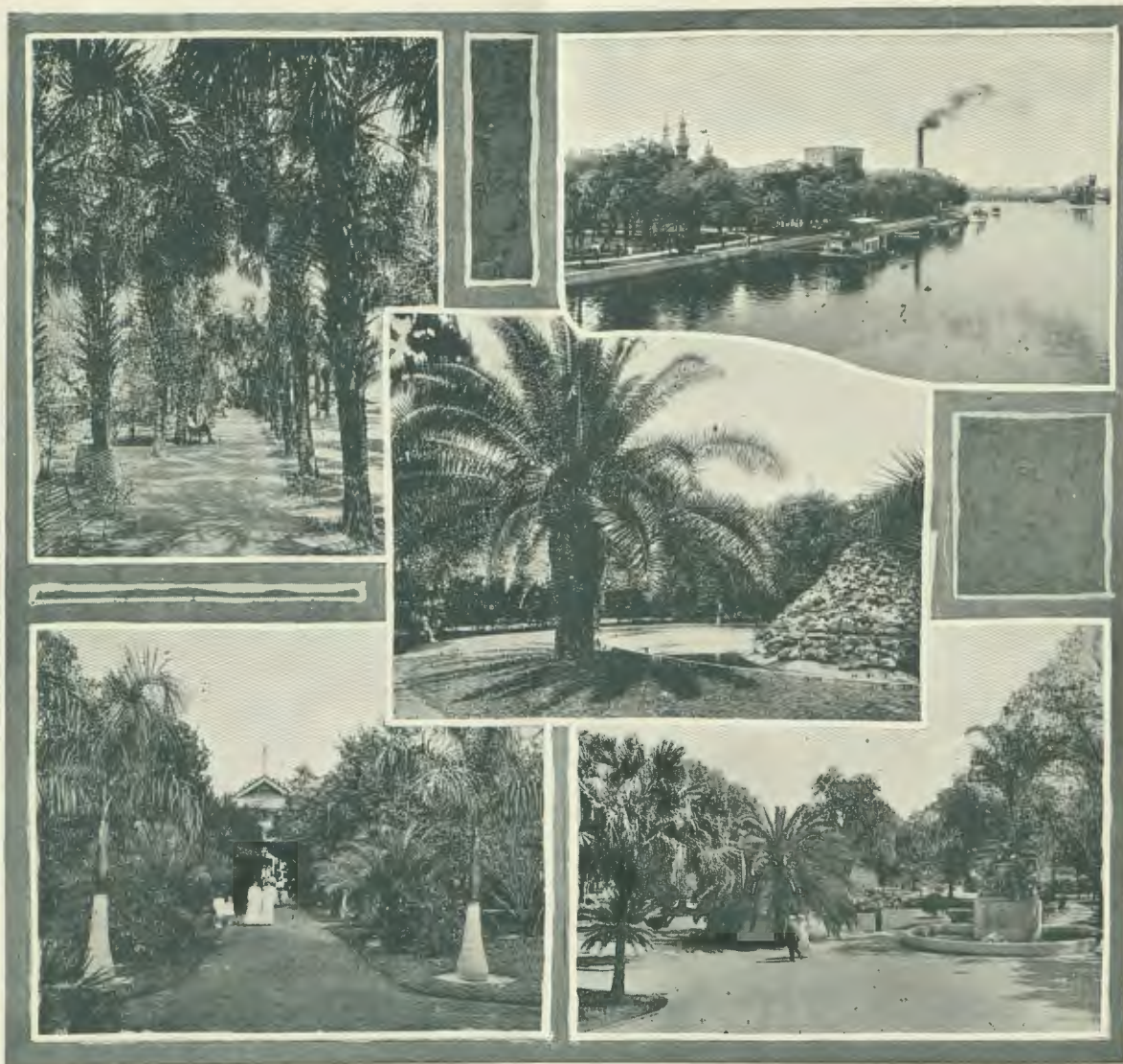
THIS section of Florida is a world apart from all the rest of the State. It seems as though a kind Providence has made the sun to shine brighter, the breeze to blow more softly, the air to stimulate more keenly and the land to bring forth more abundantly than any other one spot in Florida.

Health is the chief foundation stone of a happy life, and climatic conditions are largely responsible for much of the unhappiness in the world. Climate is South Florida's greatest gift; without this supreme blessing all her other advantages would avail her nothing. Health is the lodestone which draws pleasure seekers, investors, and settlers; word has gone forth that here may be found days and nights of unequalled temperature; warm winter days filled with sunshine and more than a hint of spring, cool sum-

mer days with a brisk, never-ceasing breeze that insures comfort. Yards of statistics might be quoted to prove these assertions, but it is sufficient to say that South Florida has a rare climate, a blend of tropical softness and temperate freshness, pleasant without being enervating.

It is inevitable that with such climatic conditions this section should be a sort of glorified playground, a Mecca for sportsmen; no need to worry about the seasons or the weather or congenial companions.

Realizing that the average visitor will desire to spend most of his time outdoors, the city of Tampa has provided seats at various points for his convenience; the beautiful city park has been fitted up with croquet and roque and tennis courts, and the band concerts are daily features for the amusement of the visitors.



Parks and Playgrounds in Plenty.

THE Tampa Board of Trade maintains an Information Bureau during the winter months, solely for the benefit of those not familiar with the city; courteous, well-informed attendants are in charge of this bureau, supplied with up-to-date information regarding every hotel and boarding house and rooms available in private houses. The visitors have but to call and state their wants, and every effort will be made to see that they are suitably located and given every instruction for finding their way around and "seeing the sights."

Tampa is well equipped with hotels and boarding houses, ranging from the highest type of hospitality to the less pretentious but quite comfortable establishments; the rates are reasonable.

Tampa has over eighty acres of parks and

playgrounds, valued at nearly \$2,000,000, and the winding walks, shady nooks, fountains, flower beds and tropical foliage are real beauty spots.

Six miles north of the city, accessible by car line and brick road is Sulphur Springs Park; in this park are two springs, one a famous mineral spring named "Stomawa" by the Seminole Indians who came to drink the water and regain their health. The other spring is sulphur, having a flow of 30,000 gallons per minute, and is confined in a large concrete basin for bathing, with springboards, diving towers and ample bath house accommodations. Here, too, is located the Alligator Farm, with hundreds of live alligators on exhibition. This park is located on Hillsborough River, and canoeing is one of the attractions.



Hillsborough's Natural Beauties Defy Description.

FIVE miles southwest of the city is Ballast Point Park, on the bay, with salt water bathing, and amusement park features. Various picnic grounds and bathing beaches and springs are within a short distance of the city, accessible by car line or motor.

One of the first things the visitor to Tampa does is to ride out the Bayshore Drive (there is not another drive like it anywhere) skirting the Bay for five miles, with a seawall and ornamental lighting system. The first trip will probably be made in the daytime, so as to see the handsome homes, and then it should be made again by moonlight. To see the moon rise from the heart of Tampa Bay is something that will never be forgotten; years of globe-trotting will not dull the memory of that scene.

Seeing Tampa includes many new experiences

and months might be spent in just that, but the visitor hears so much of surrounding towns (for Tampa believes in boosting one's neighbor as one's self) that he soon starts exploring. There are the nearby beach resorts, with the Gulf breakers pounding in, where bathing in January or February or March may be enjoyed without the slightest discomfort; to the northward is some splendid farming country, a little further northwest, and also east, are the famous phosphate mines; some thirty miles from the city is the center of the sponge industry of the world; and in any direction you may wander you will find orange and grapefruit groves and packing houses, and here, too, are the most delicious strawberries and other out-of-season berries and fruits you have ever tasted—a sample will convince you.



All Nature Revels in the Beauty Spots.

THE ornithologist can find on nearby islands more varieties of birds in an hour than weeks of travel in the North could discover. Solemn-looking pelicans that remind one of New York's traffic policemen stand on guard along the various waterways, slim-legged snipe run up and down the shores of streams and bayous, timid cranes stand motionless in the sedgy places, and everywhere are the thrilling mockingbirds.

A little further inland one finds the lakes—clear, translucent pools reflecting the glory of the sky and the greenness that surrounds them. One has to travel far, and perhaps in vain, to find the equal of the brilliant tropical foliage, overhanging the banks of some shaded river, perhaps, or spreading out in profusion through the dense forests; tall, stately palms, the winding rivers and magnificent forests; the unexplored

recesses of the mysterious Everglades, and the cherished relics of the days of Spanish dominion, all possess a peculiar and delightful charm of their own. The whole atmosphere is saturated with the fragrance of the thousands of orange trees. Garden vegetables and semi-tropical flowers bloom in such plentitude that the scenery is like an artificial stage setting for an Italian opera.

But it is really the tremendous breadth of appeal that accounts for the great attraction which Florida holds for men and women the world over. For the man who loves nothing better than to pack along his rod, reel and gun and penetrate the wild country in search of fish and game, Florida is just as ideally suitable as it is for the man or woman who prefers the more sociable amusements of fashionable society.

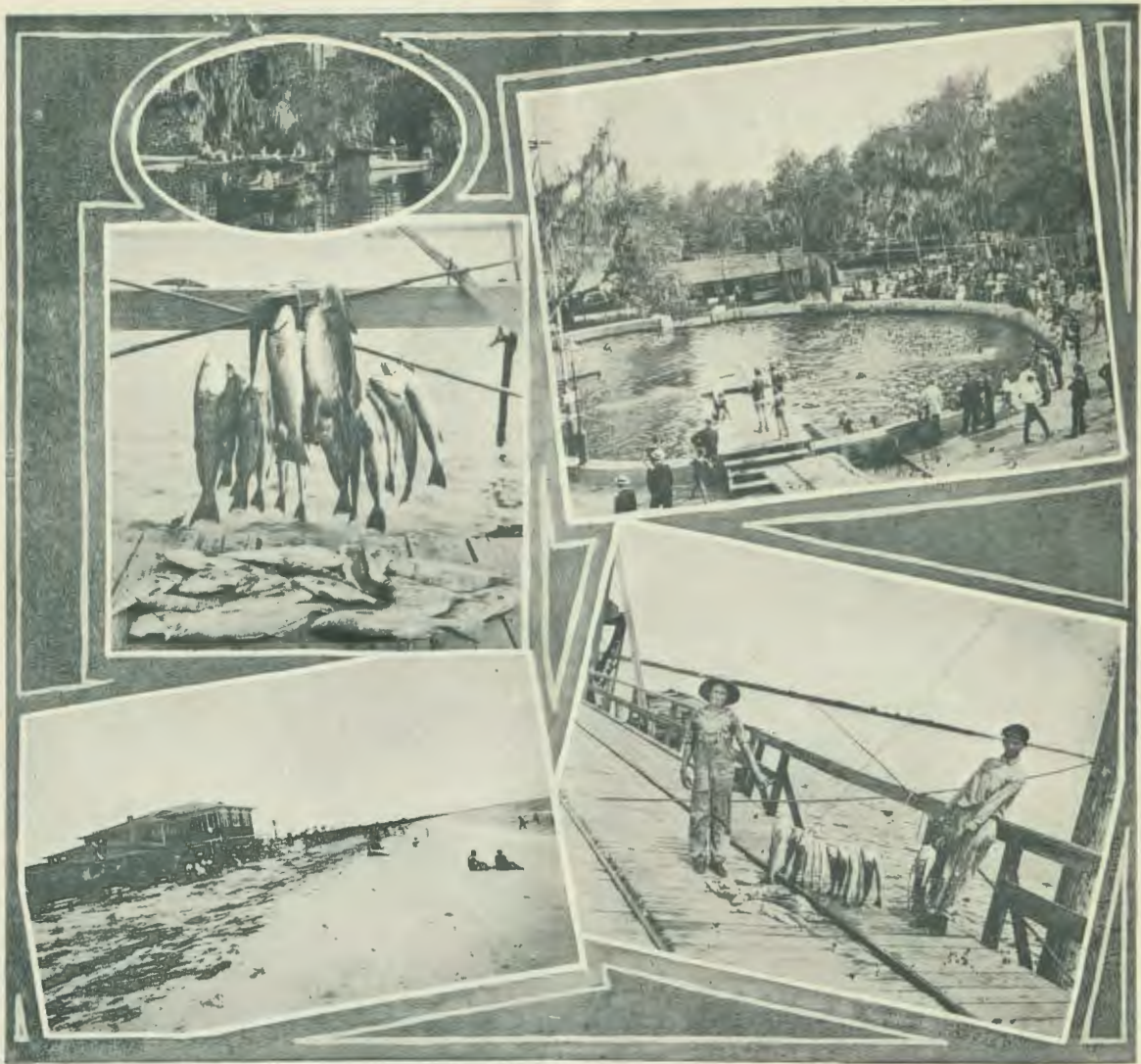


Excellent Golf Courses in the Prime of Condition.

SOUTH FLORIDA—paradise for sportsmen, campers and nature-lovers—each year brings solace and refreshment to work-worn business and professional men, giving them strength and courage to return to their tasks with renewed vigor.

In number of devotees, golf is an easy leader; it is played by young and old; and Tampa and South Florida are justly proud of the magnificent golf links they possess. Golf, under perfect conditions, is the aim of the Florida clubs, and thousands of dollars are spent annually to keep the various courses in perfect shape, and the presence of noted professional golfers during the winter months is an added attraction of the

courses. Almost every town has its country club and links, and Tampa has two splendid courses—eighteen holes. They are sporty courses, maintained by strong local memberships with sufficient income to insure the excellent conditions so essential to the game, laid out by professionals and golf architects, and the club buildings are handsomely equipped. There is also a nine-hole municipal course, much patronized by the general public. Tournaments are held throughout the entire year and special programs are arranged for the winter visitors. Tampa extends a special invitation to the devotee of the game in which you “keep your eye on the ball,” to be sure to bring his golf togs along.



Fishing, Swimming, Boating, Canoeing, Twelve Months in the Year.

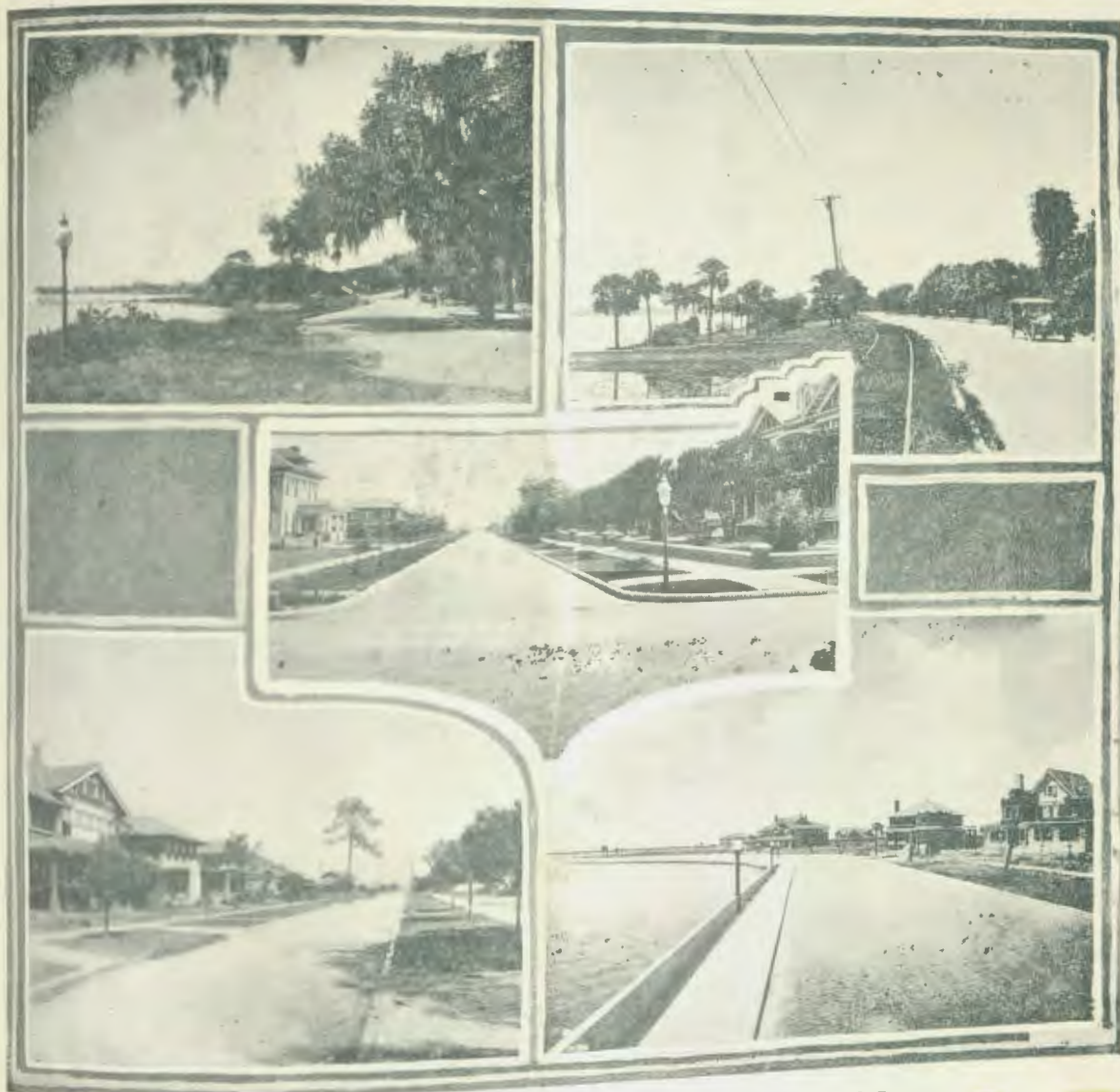
FLORIDA is famous for its game fishes, and chief of all is the tarpon—the Silver King. Not as thrilling, perhaps, but sufficiently exciting for the average fisher, are the kingfish, Spanish mackerel, channel bass, pompano, sea trout, and many others. Tampa is within easy distance of these wonderful fishing grounds, accessible by motor launches, for hire at reasonable rates.

The inland lakes and rivers afford good fresh water fishing and offer an excellent combination for a "picnic party" and fishing trip. The surrounding groves of huge live oak trees, draped with garlands of Spanish moss, lend added enchantment to a day of lake fishing. There is a saying in this section that "when a man catches a fish he doesn't have to lie," and this is borne

out by experience. It is the country beyond compare for the fisherman, and the good places are so thick that there is no answer to the question, "Where is the best place?"

Hunting in South Florida is on a par with the fishing. In the grain fields and forests the usual wild game furnishes good sport for the lover of dog and gun, while the seeker of "real thrills" can get his money's worth by penetrating the fastnesses of the 'Glades, where the panther and wildcat lurk in the depths of the jungle.

Boating in its various phases is a popular sport in Florida; the excellent harbors along the West Coast are inviting to the owners of yachts, motor boats and houseboats, and the bays and rivers are alive with launches and rowboats all the year round.



Residential Section—A Riot of Varied Architecture and Tropical Scenery.

THE appeal of the Florida woods is not for the hunter and fisherman alone; many families from the Northern states have discovered the health and enjoyment to be had by loading a camping outfit into their car, and following "the open road." The climatic conditions are ideal for this phase of outdoor life, which is especially attractive to the nature-lovers who wish to get away from hotel life.

The buoyant, sparkling waters of the Gulf, bays and lakes seem to have been created for the delight of man; swimming is one of the chief amusements in the Land of Sunshine and an open-air dip may be taken almost any day in the year without discomfort. Bathing beaches are scattered everywhere and are not confined to the Gulf coast by any means. Most of the lakes have sandy bottoms with a sloping shore, and many of

the winter residents have availed themselves of this natural advantage by building handsome homes on lake front property. South Florida has thousands of comfortable country houses within easy motoring distance of town.

To many people the name "Tampa" instantly suggests the Gasparilla Carnival. For years Tampa has held this annual celebration, having for its motif the adventurous career of the South-Pirate Gasparilla, once the terror of the Caribbean seas. Gasparilla and his band of buccaneers had their secret haunts in the islands of Charlotte Harbor on the West Coast of Florida. Many lurid tales are told of the pirate's evil deeds, and equally thrilling are the stories of the magnificent feasts and merrymakings held during the intervals of rest after the close of the commerce season on the Spanish Main.



The Motorist's Paradise Through Nature's Beauteous Bowers.

FOUNDED on this romantic setting, a secret organization was formed in Tampa and each year a gaily decorated ship sails majestically into Tampa harbor, loaded with a pirate crew, seemingly quite as wild as the original band, but in reality quite benevolent and intent merely upon having a royal time. The ceremony of tendering the pirates the keys of the city is gone through with in fitting style, and then the city is literally turned over to the carnival crowd.

The South Florida Fair is held in Tampa at the same time as the carnival, with twenty-five or more counties represented, displaying agricultural, vegetable and fruit exhibits, livestock and poultry exhibits that are unequalled. This is a splendid opportunity for the out-of-state visitor to see what Florida really does produce.

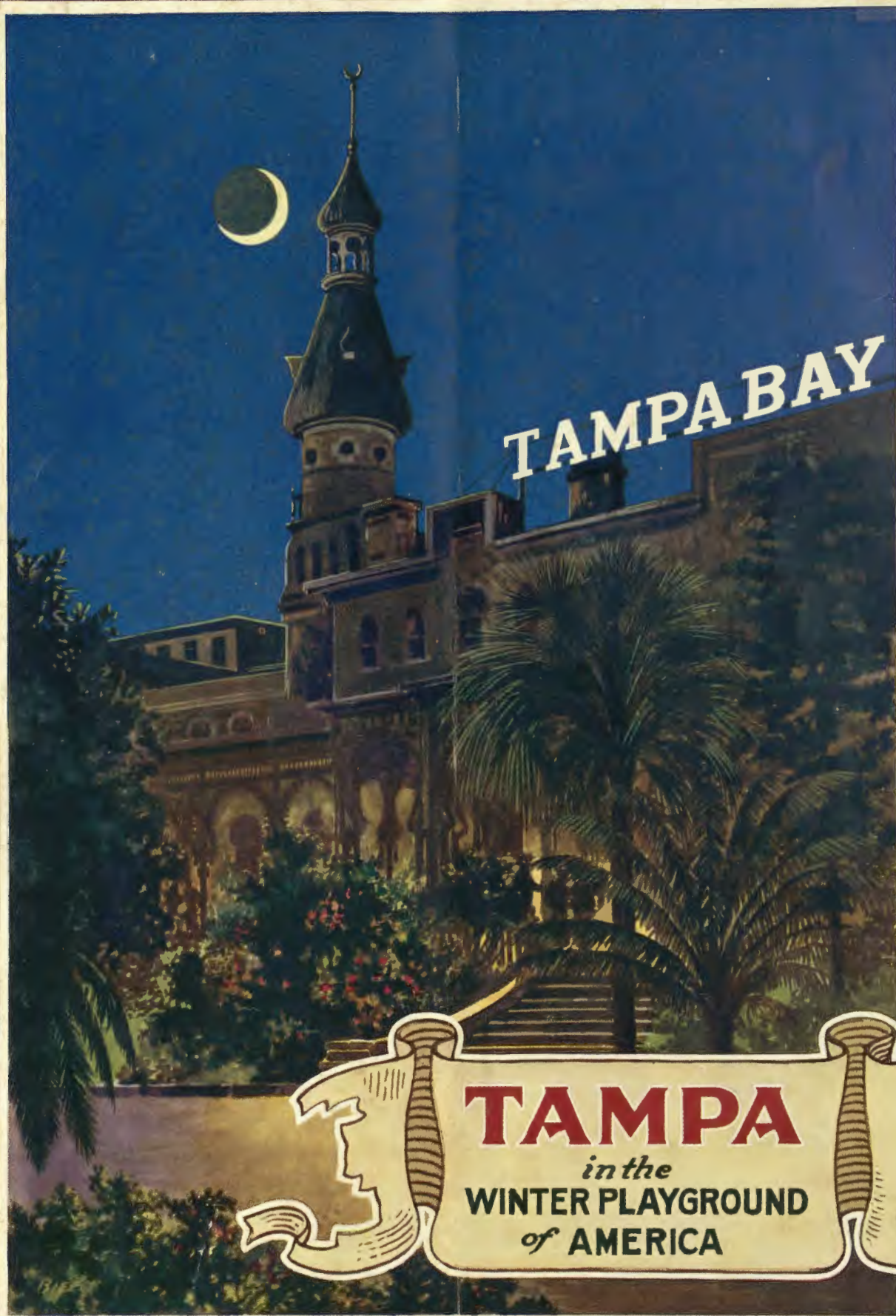
Florida's system of good roads is splendidly connected up, forming a sort of endless chain. with mile after mile of smooth-surfaced highway traversing a kaleidoscopic and ever-beautiful country. Of especial appeal are these highways now, when transportation facilities are crowded to the utmost and people are resorting to their motors as the most practical method of covering long distances. It is possible to drive to Florida from almost any section over good roads and certainly there will be no difficulty within the State. The fuel situation is another matter that should influence those living in the North to motor southward, where they need not fear fuel shortage. The old settlers have truly said that with the natural advantages and the abundance of fish, no one need starve or freeze in Florida.



Tampa Beautiful

SOUTH FLORIDA is essentially a Land of Happiness, with an equal charm for old and young. The worst pessimist in the world cannot hold the same gloomy views after he has spent a week in the all-healing sunshine; many magical transformations have been effected. It is said that all legends have a foundation of fact, and it is not hard to understand why the elusive Fountain of Youth should have been sought in Florida. It was no distinct fountain of youth, but a monopoly from November till April of the world's supply of sunshine and blue skies and summer breezes. It has a varying call, a persuasive, compelling call, reaching alike the nomad, the wanderer who "wants to go some place," the tired

business man whose nerves cry out for rest, the sportsman, the health-seeker, the well-along-in-years people who have put something aside for a rainy day and wish to spend the rest of their lives in peace and plenty, the wide-awake man seeking a new field for his endeavors, the agriculturist—to every class it has an individual appeal. They have all dreamed a dream of Arcadia, fantastic and unreal, some place where they could be free from the rigors and hardships of a long and bleak winter. That, undoubtedly, is the secret of South Florida's charm—it is the realization of every man's dream—the Fairyland of America. Pack your kit and motor south—to Tampa, in South Florida, the winter playground of America.



TAMPA BAY

TAMPA

in the
WINTER PLAYGROUND
of **AMERICA**